

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Stacy Brutus **DATE:** May 15, 1996
FROM: Donna Hingst / Marlboro Event Marketing
SUBJECT: Freedom Weekend Aloft - Greenville, SC

Marlboro Community Event Marketing will be sponsoring Freedom Weekend Aloft in Greenville, SC on **May 24 - 27, 1996**. Specific information is as follows:

EVENT: FREEDOM WEEKEND ALOFT

DATES: Friday to Monday, May 24 - 27, 1996

TIME: 12:00 noon - 12:00 midnight

LOCATION: Donaldson Center

PROMOTER CONTACT: Keri Hall
Freedom Weekend Aloft Inc.
1990 Augusta Street, Suite 202
Greenville, SC 29605
(864) 232-3700

PHILIP MORRIS ACTIVITIES:

As the exclusive tobacco sponsor, Philip Morris will be entitled to the following:

- One 10' x 22' tent and two promotional kiosks, provided by Philip Morris, at the site of the Event;
- The right to hang banners and signage on and around the promotional tent and kiosks, and at other locations at the site of the Event;
- The exclusive right to conduct tobacco pack sales and distribute branded incentive items among smokers, 21 years of age or older, at promotional locations at the site of the Event;
- Complimentary admission tickets to the Event as requested by Philip Morris; Complimentary tickets to the "Welcome Party" and complimentary admission to the on-site sponsor hospitality area as requested by Philip Morris.
- The right to place a 3' x 3' banner at the site of the champagne balloon flight at the Event. The balloon flight, which will accommodate two individuals, will be conducted by the Promoter, weather permitting, in accordance with all applicable FAA and Event regulations;
- Complimentary preferred sponsor parking passes as requested by Philip Morris; and,
- The right to exclusive use of sufficient space with water and electric hookups for the placement of an RV, provided by Philip Morris, on Sponsor Hill at the site of the Event.

COMMUNICATED MS MAIL 5/15/96 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

DOC. #254

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**FIELD SALES
CONTACT:**

Mark Suter, SSD
Philip Morris USA
7300 Carmel Executive Park, Suite 100
Charlotte, NC 28226
(704) 541-2622

**SHIPMENT OF
MATERIALS:**

The following materials have been shipped to:

Sunland Distribution
2605 Anderson Road
Greenville, SC 29611
(864) 295-0081

ITEM	QUANTITY
Towels	120
Duffle Bags	150
T-Shirts	576
Hats	576
Cassette Cases	800
Flashlight	1200
Plastic Bags	2000
Lighters	8000
Banners: 3 x 5 and 4 x 10 Generic	5 of each

All residual materials must be shipped to the next event location.

MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities.

If you have any questions or concerns, please contact me at (212) 878-2461.

cc:	S. Anderson I. Broeman B. Egan J. Fontanez	L. Johnson K. McGrath S. Norris M. Suter	V. Murphy S. Sampson N. Suter D. Tatum	H. Turner T. Young K. Zerangue
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